

## Mayor Tom Barrett Moves E3 Forward in Milwaukee

The E3 concept is designed to be scalable and replicable. Now that E3 has proven successful with two community-based assessment projects, the program looks toward the future. With sufficient funding and support over the next three years, E3 has the potential on a national scale to:

- **Leverage federal resources to provide 1,750 assessments annually.** E3 can be implemented across states and regions and throughout company supply chains nationwide by taking advantage of an existing federal network that includes NIST MEP centers, SBA district offices and Small Business Development Centers, and DOL job training centers located at widely dispersed locations throughout the country.
- **Improve small manufacturers' profitability while reducing greenhouse gas emissions.** E3 could reduce manufacturers' energy usage by 10 million megawatt-hours, save more than 1 billion dollars in energy bills, and prevent 14 million metric tons of carbon dioxide emissions.
- **Expand job opportunities.** E3 could help the manufacturing sector create more than 30,000 new well-paying jobs based on expected level of investment in new technologies.

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"These businesses have stepped forward and are leading the way when it comes to reducing waste. The results from E3 can become a blueprint to renew American businesses."



— Ron Mills, Executive Director,  
Solid Waste Authority  
of Central Ohio on the  
success of E3 Columbus

## Success in Columbus, Ohio

Noting its successful partnership in the Green Suppliers Network, American Electric Power (AEP) approached the City of Columbus to garner the mayor's support to pilot an E3 project. Mayor Coleman quickly saw the potential for E3 to help Columbus manufacturing businesses achieve the city's *Get Green Columbus* goals. And as a signatory along with Milwaukee to the 2007 U.S. Conference of Mayors Climate Protection Agreement, the mayor firmly believed in working with the business community to spur proactive thinking on carbon dioxide emissions ahead of any future carbon legislation.

AEP and the city worked with the Solid Waste Authority of Central Ohio (SWACO); the local MEP, TechSolve; and the University of Dayton Industrial Assessment Center to carry out E3 assessments at six manufacturers that employ more than 1,000 local residents. The E3 Team of federal agencies selected these manufacturers based on their high energy use and large generation of solid waste. The results were astounding—the E3 Team identified opportunities to save an average of \$800,000 per facility. Within a few months after completing the assessments, two of the suppliers have already saved \$240,000 by implementing E3 recommendations.



# ME3

## Supporting Milwaukee Through Sustainable Manufacturing Leadership



### For more information:

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# E3 in Action

## What Is E3?

Modeled after the Green Suppliers Network, E3—**Economy, Energy, and Environment**—is a coordinated federal and local technical assistance initiative that helps communities work with their manufacturing base to adapt and thrive in a new business era focused on sustainability.

Joining forces with the local community, Milwaukee E3, or ME3, provides manufacturers with customized, hands-on assessments of production processes to reduce energy consumption, minimize their carbon footprint, prevent pollution, increase productivity, and drive innovation. As a result, ME3:

- Helps foster a smarter and more efficient green workforce.
- Promotes sustainable manufacturing and growth through innovative technology.
- Improves the regional economy by retaining jobs in companies that are better positioned for global competition.
- Reduces environmental impacts while regaining a competitive advantage.

## How Do Communities Benefit?

America's manufacturing sector significantly contributes to the economic viability and success of many communities. By participating in E3, communities realize benefits that reach far beyond their manufacturers' production lines.

These communities will be able to:

- Improve the profitability and competitiveness of existing manufacturers.
- Enhance their ability to attract new business.
- Stimulate the local economy by creating new, well-paying jobs and by helping to retain existing ones.
- Train and equip workers with the skills necessary to compete in a global economy.
- Minimize the frequency of abandoned manufacturing facilities.
- Enable utilities to expand manufacturing customer base without increasing capacity.

**"Manufacturing built Milwaukee and I believe sustainable manufacturing can revitalize our city and economy. Milwaukee E3 will have a triple-bottom line impact on our community so that businesses, the local economy and our environment will profit from this initiative."**

**— Tom Barrett, Mayor of Milwaukee**



MILWAUKEE

OFFICE OF ENVIRONMENTAL SUSTAINABILITY

## Working Together for Practical Solutions

The City of Milwaukee's Office of Environmental Sustainability has partnered with a wide array of technical assistance providers from across the city, state and region. ME3 serves as a unique model by working directly with the local community and businesses and streamlining the delivery of the best available technical assistance for manufacturers across five federal agencies. Improving the competitiveness of the city's manufacturing base is a priority of Mayor Tom Barrett.

### Milwaukee E3's Partner Team includes:

Office of Environmental Sustainability, City of Milwaukee  
Wisconsin Manufacturing Extension Partnership  
University of Wisconsin - Milwaukee  
Milwaukee Area Technical College  
Wisconsin Energy Research Consortium  
American Society for Quality  
Milwaukee Area Workforce Investment Board  
Wisconsin Regional Training Partnership  
Veolia Water North America  
Milwaukee Metropolitan Sewerage District  
University of Wisconsin - Extension  
Wisconsin Department of Natural Resources  
Milwaukee Economic Development Corporation  
Focus on Energy

**E3 is a federal model for delivering superior technical assistance to small and medium sized manufacturers. E3 is jointly administered by:**

U.S. Department of Commerce  
U.S. Department of Energy  
U.S. Department of Labor  
Environmental Protection Agency  
Small Business Administration

